

Colorado Maternal and Child Health Priority

Early Childhood Obesity Prevention (ECOP) Annual Update

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Significant 2012 MCH Priority Achievements

- The ECOP team hired a contractor to test ECOP messages recommended by an advisory group. In collaboration with PSD Communications, the ECOP team convened a stakeholder workgroup to begin the message revision process and dissemination planning.
- In collaboration with the WIC Nutrition Unit and the WIC Nutrition Services Advisory Group, the ECOP team designed the WIC Wellness Coordinator System. This system involves a designated wellness advocate within WIC local agencies to collaborate with the state WIC staff in advancing ECOP efforts throughout Colorado WIC.
- The ECOP team completed the ECOP professional development needs assessment by surveying health care professionals throughout Colorado about their ECOP practices and needs and desires for professional development. Responses from approximately 140 professionals informed recommendations for professional development opportunities.
- The ECOP team contributed to a collaborative grant application with Qualistar Colorado/Healthy Child Care Colorado to fund the child care sector strategy related to physical activity training for child care providers. If awarded to Qualistar Colorado, this funding will support regional I am Moving, I am Learning (IMIL) train the trainer events, and offerings of IMIL training to child care providers.
- The Child and Adult Care Food Program (CACFP) received grant funding from the Colorado Health Foundation to support the CACFP Healthier Meals Initiative. This work intends to assist child care providers in meeting higher nutrition standards for meals in child care. The activities are well underway, including trainings and workshops for child care providers, recipes and menus development, creation of a culinary training, and projects to identify barriers child care providers experience and potential solutions.

Implementation Challenges Encountered

- Two of the milestones related to the physical activity training for child care providers strategy did not occur as expected due to the Department of Human Services child care licensing rules revision process. Rules related to higher standards for physical activity are proposed, but not yet implemented as expected. Because of this delay, pre-intervention baseline data of child care centers' compliance with the new physical activity rules have not been collected. As an alternative, other evaluation methods for the physical activity strategy will be designed and implemented.
- The health care systems sector includes a strategy related to evaluating ECOP systems changes implemented by Kaiser Permanente, and organizing learning events for other health care systems partners to highlight challenges and successes of Kaiser's initiative. Although the ECOP Systems Change Collaborative has been a valuable partnership over the past year, and provided critical advisory to other health care systems sector strategies, the ECOP team discovered that health care systems experience much larger barriers to systems changes than the ECOP strategies can impact. These barriers relate to electronic health records, organizational priorities, and data collection. The ECOP team concluded that the time and resources for many health care organizations to successfully create a small amount of change

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would be great. The ECOP team will be revising the logic model and action plan for the health care sector by eliminating Objective A.

- In addition, the ECOP team has not begun work on Objective C. This objective is dependent upon the release of recommendations for the gestational diabetes guidelines. At this point, national consensus regarding the revision of these guidelines does not exist.
- Objective A of the public health sector action plan is well underway, but slightly behind the target schedule. The mapping and inventory structure is designed and ready for use. The ECOP team has not yet entered inventory data into the mapping system due to a recent staff vacancy, but intends to make arrangements for this work to be complete within 2-3 months after the original target date.

Support Activities

During 2012, the ECOP team engaged frequently with Colorado's local public health agencies that have prioritized ECOP.

- The ECOP team created two large tool kits for local public health agencies. These kits include resources related to the ECOP child care coaching strategy and the workplace accommodations for nursing mothers and wellness strategy.
- The ECOP team hosted two learning circles for the child care and worksite ECOP strategies.
- Local public health agencies focusing on consistent ECOP messaging have actively engaged in the ECOP messaging revision and dissemination workgroup.

Key Lessons Learned

Throughout 2012, the ECOP team gained a great amount of understanding about this work.

- Systems changes supporting ECOP in large health care organizations is challenging. The barriers for systems changes relate to broad difficult issues that a focused ECOP effort is unlikely to impact.
- The possibilities for ECOP are endless, and interested partners are abundant. Keeping the scope of this work manageable within the limits of available resources is challenging.
- The impact evaluation will be a large undertaking involving state and local partners.

Next Steps and Goals for 2013

- Statewide dissemination of effective ECOP messaging.
- ECOP impact evaluation implementation and strategic partnerships related to the project.
- Implementation of the WIC Wellness Coordinator pilot and completion of ECOP-focused regional trainings for local WIC agency staff.
- ECOP professional development opportunities for public health and health care professionals..
- Secured funding and staffing to support I am Moving, I am Learning train the trainer events.
- Established set of standards for breastfeeding practices in child care for Colorado.
- Completed deliverables of the CACFP Healthier Meals Initiative grant, some of which will reach and impact Colorado child care providers during 2013.